

SYSTEM AND METHOD FOR CAPTURING AND STORING WEB SITE VISITOR PROFILE INFORMATION IN A DATA WAREHOUSE

ABSTRACT OF THE DISCLOSURE

5 A customer relationship management system for storing and
managing information for an E-Business retailer. The customer
relationship system includes a database system for storing and organizing
said information, a logical data model defining the manner in which said
10 information is stored and related within the database system, and a subject
area within the logical data model defining the manner in which profile
information concerning web site visitors to a web site operated by the E-
Business retailer is stored and organized within the database system.
Visitors may include any individuals, households or organizations that are
of interest to the E-Business retailer. The profile information collected and
15 organized within the database system in accordance with the logical data
model may include information concerning household and organizational
affiliations of said visitors; information concerning occupations of said
visitors; information concerning income levels of said visitors; information
concerning educational levels of said visitors; marital status information
20 about said visitors; gender information about said visitors; ethnicity
information about said visitors; residence information about said visitors;
and language information about said visitors. Profile information may
further include a customer score associated with each web site visitor,
wherein a visitor's customer score is determined from previous behavior of
25 the visitor with the E-Business retailer, and is an indication of the visitor's
future behavior with the E-Business retailer.